

Message Text

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ACTION COME-00

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R 250009Z FEB 78
FM AMEMBASSY OTTAWA
TO SECSTATE WASHDC 6461
INFO AMCONSUL MONTREAL
ALL OTHER CANADIAN CONSULS POUCH

UNCLAS SECTION 01 OF 02 OTTAWA 00966

E.O. 11652: N/A
TAGS: BEXP, CA
SUBJECT: CANADA - COUNTRY COMMERCIAL PROGRAM - PRELIMINARY
FY 1980

REF: STATE 2688

1. CCAG RECOMMENDATIONS FOR SECTIONS III AND IV OF
PRELIMINARY FY 1980 COUNTRY COMMERCIAL PROGRAM (CCP) FOR
CANADA FOLLOW. PROGRAM ENVISAGED FOR FY 1980 REFLECTS NO
CHANGE IN PRESENT STAFFING LEVELS.

2. CAMPAIGNS.

A. CAMPAIGN NO. 1, MONTREAL PRIORITY 1, CALGARY PRIORITY 4,
BUILDING EQUIPMENT AND MATERIALS. LONG DECLINE IN BUILDING
ACTIVITY IN QUEBEC PROVINCE EXPECTED TO END BY FY 1980 AND
BY THAT TIME WORK SHOULD BE UNDERWAY ON GUY FAVREAU
COMPLEX AND NEW CONVENTION CENTER. CONSTRUCTION COMPANIES
WHICH HAVE SURVIVED LONG BUILDING DROUGHT SHOULD BE PRIME
CANDIDATES FOR NEW EQUIPMENT AND MATERIALS. OVERALL
ECONOMIC SITUATION IN QUEBEC IN FY 1980 WILL OF COURSE
AFFECT VITALITY OF CONSTRUCTION INDUSTRY. IN ALBERTA,
INDUSTRIAL, COMMERCIAL, AND MUNICIPAL CONSTRUCTION IS
EXPECTED TO CONTINUE AT A RECORD PACE. CAMPAIGN WOULD
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FOCUS ON LABOR SAVING EQUIPMENT AND NEW MATERIALS FOR
CONTRACTORS (A CONTINUATION OF FY 1979 CAMPAIGN).

B. CAMPAIGN NO. 2, MONTREAL PRIORITY 2, ELECTRONIC
COMPONENTS. QUEBEC IMPORTS MOST OF ITS ELECTRONIC
COMPONENTS. POST WILL CONCENTRATE ON GROWING NUMBER OF
SUPPLIERS IN NEW ENGLAND AREA WHO HAVE BEGUN TO PENETRATE

QUEBEC MARKET. REGIONAL TIE-IN (SEE ACTIVITY 3A BELOW)
APPEALS TO QUEBEC END-USERS, SOME OF WHOM FEEL REMOTE FROM
PRESENT SUPPLIERS.
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C. CAMPAIGN NO. 3, VANCOUVER PRIORITY 2, PULP AND PAPER
MILL MACHINERY. BRITISH COLUMBIA PULP AND PAPER INDUSTRY
IS PRESENTLY IN SLUMP CAUSED BY UNCERTAIN DEMAND AND
COMPETITION FROM U.S. AND OTHER SOURCES. INDUSTRY EXPECTS
DEMAND TO RISE BY FY 1980 WHICH SHOULD BE A GOOD TIME TO
PROMOTE U.S. PRODUCTS WHILE INDUSTRY SHOULD BE EXPANDING
AND MODERNIZING TO MEET INCREASED DEMAND.

D. CAMPAIGN NO. 4, CALGARY PRIORITY 1, OIL AND GAS WELL
EQUIPMENT. OIL AND GAS WELL EXPLORATION AND PRODUCTION
ARE EXPECTED TO CONTINUE AT HIGH LEVEL OF ACTIVITY AND
MARKET FOR U.S. PRODUCTS IN THIS AREA SHOULD REMAIN
EXCELLENT (CONTINUATION OF FY 1979 CAMPAIGN).

E. CAMPAIGN NO. 5, VANCOUVER PRIORITY 2, CONSTRUCTION
EQUIPMENT. CONSTRUCTION OF ALCAN NATURAL GAS PIPELINE,
B.C. HYDRO REVELSTOKE DAM, SHAKWAK HIGHWAY PROJECT AND
ANTICIPATED UPSWING IN HOUSING STARTS SHOULD MAKE THIS
POTENTIALLY SUCCESSFUL CAMPAIGN.

F. CAMPAIGN NO. 6, CALGARY PRIORITY 2, GAS PROCESSING AND
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CHEMICAL INDUSTRY EQUIPMENT. DEMAND FOR GAS PROCESSING
EQUIPMENT AND SUPPLIES IS CURRENTLY GOOD AND MARKET SHOULD
EXPAND CONSIDERABLY IF MORE ALBERTA GAS IS MARKETING OUTSIDE
THE PROVINCE. ALSO CONSIDERABLE ACTIVITY IS UNDERWAY IN
CONSTRUCTION OF NEW FACILITIES TO PRODUCE GAS CHEMICALS.
U.S. SUPPLIERS ARE IN GOOD CONDITION TO SUPPLY VALVES,
FITTINGS, PRESSURE VESSELS AND PROCESS CONTROL EQUIPMENT
(CONTINUATION OF FY 1979 CAMPAIGN).

G. CAMPAIGN NO. 7, MONTREAL PRIORITY 5, ENERGY SYSTEMS.
DESPITE AN ABUNDANCE OF HYDROELECTRIC POWER, QUEBEC IS
STILL HEAVILY DEPENDENT ON OIL IMPORTS FOR ENERGY. AS OIL
PRICES SPIRAL, INTEREST IN ALTERNATIVE SYSTEMS,
PARTICULARLY SOLAR ENERGY, SHOULD REMAIN HIGH. EMPHASIS
OF PRESENT PROVINCIAL GOVERNMENT ON INDEPENDENCE, WHICH
HAS FOCUSED ATTENTION ON QUEBEC'S DEPENDENCE ON IMPORTED
ENERGY, PROVIDES ADDITIONAL INCENTIVES FOR DEVELOPMENT OF
ALTERNATIVE ENERGY SOURCES.

H. CAMPAIGN NO. 8, VANCOUVER PRIORITY 6, COMMUNICATIONS
EQUIPMENT. EXPECTED INCREASE IN GENERAL ECONOMIC ACTIVITY
IN NORTHERN BRITISH COLUMBIA AND YUKON (DUE IN LARGE

MEASURE TO MAJOR CONSTRUCTION PROJECTS) SHOULD LEAD TO
DEMANDS FOR IMPROVED COMMUNICATIONS FACILITIES. RE-
INTRODUCTION OF FY 1978 CAMPAIGN.
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I. CAMPAIGN NO. 8, VANCOUVER PRIORITY 7, INCREASE TRAVEL
TO U.S. BY SUPPORTING USTS TRAVEL DEVELOPMENT PROGRAM.
OBJECTIVE AND RATIONALE SAME AS IN FY 1978 CCP.

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ALL OTHER CANADIAN CONSULS POUCH

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3. SPECIAL POST EFFORTS.

A. ACTIVITY NO. 1, TORONTO PRIORITY 1, VANCOUVER
PRIORITY 1, MONTREAL PRIORITY 4, REGIONAL TRADE EXPANSION.
RATIONALE AND JUSTIFICATION SAME AS IN PREVIOUS CCP'S.
MONTREAL CONTINUE TO WORK WITH MEMBER STATES OF NEW
ENGLAND COUNCIL IN MATCHING UP NEW ENGLAND SUPPLIERS WITH
QUEBEC END-USERS, AND ACQUAINTING NEW ENGLAND AND NORTHERN
NEW YORK PRODUCERS WITH SERVICES OFFERED TO EXPORTERS BY
U.S. GOVERNMENT DEPARTMENTS. TORONTO MOVE INTO PHASE 2
OF FY 1979 PROGRAM AND EXPLORE POSSIBILITIES PHASE 1 WITH
OTHER DOC DISTRICT OFFICES.

B. ACTIVITY NO. 2, CALGARY PRIORITY 3, MONTREAL PRIORITY 7,
VANCOUVER PRIORITY 8, MAJOR EXPORT PROJECTS/PRODUCTS.
RATIONALE AND JUSTIFICATION AS CONTAINED IN FY 1978 CCP.

C. ACTIVITY NO. 3, MONTREAL PRIORITY 3, VANCOUVER
PRIORITY 4, REVERSE INVESTMENT. RATIONALE AND
JUSTIFICATION SAME AS FY 1978 CCP. BOTH POSTS ANTICIPATE,
ON BASIS OF EXPERIENCE, CONTINUING HIGH INTEREST IN
INVESTING IN U.S. ACCELERATED INTEREST POSSIBLE IN

QUEBEC DEPENDING ON POLITICAL/ECONOMIC SITUATION
PREVAILING IN FY 1980. POST WOULD CONTINUE WORK CLOSELY
WITH STATE OFFICES LOCATED IN MONTREAL AND WITH VISITING
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STATE DELEGATIONS REQUESTING ASSISTANCE.

D. ACTIVITY NO. 4, VANCOUVER PRIORITY 5, MONTREAL
PRIORITY 8, JOINT PROJECT FACILITATION. RATIONALE AND
JUSTIFICATION AS CONTAINED IN FY 1978 CCP. INITIAL POST
EFFORTS HAVE AROUSED CONSIDERABLE INTEREST IN THIS
ACTIVITY, PARTICULARLY AS CONCERNS JOINT PROJECTS IN THIRD
COUNTRIES.

E. ACTIVITY NO. 5, MONTREAL PRIORITY 9, INVESTMENT
PROTECTION AND FACILITATION. RATIONALE AND JUSTIFICATION
AS CONTAINED IN FY 1978 CCP.

F. ACTIVITY NO. 6, OTTAWA PRIORITY 1, COUNTERING
PROTECTIONIST TENDENCIES. RATIONALE AND JUSTIFICATION AS
CONTAINED IN FY 1978 EXCEPT THAT MTN SHOULD BE FINISHED
AND POST SHOULD CONCENTRATE ON ANALYSIS OF INCREASED
POTENTIAL FOR U.S. EXPORTS, BY COMMODITY, RESULTING FROM
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TARIFF REDUCTIONS AND ELIMINATION OF NON-TARIFF BARRIERS.
ENDERS

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